

Station WKRC-TV CINCINNATI, OH  
 Advertiser ( ) POLITICAL ISSUE GROU  
 Product AMER. 4 PROSPERITY  
 Estimate# 1167  
 Buyer ANNE BRAUNSCHEIDEL  
 Phone#  
 Fax#  
 Agency ( ) MENTZER MEDIA SERVICES  
 600 FAIRMOUNT AVE, SUITE 306  
 TOWSON, MD 21286  
 Agency C/P1/P2/E //1167  
 Flight Dates 08/15/2012 - 08/21/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) ALEXANDRA BRADLEY  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS	:30	\$900.00	08/15-08/17	3	1	3	\$2,700.00	
	2	W-F	6P-630P	NEWS	:30	\$1,600.00	08/15-08/17	2	1	2	\$3,200.00	
	3	W-F	7P-730P	INSIDE	:30	\$1,200.00	08/15-08/17	2	1	2	\$2,400.00	
	4	W-SU	11P-1135P	NEWS	:30	\$1,800.00	08/15-08/19	2	1	2	\$3,600.00	
	5	SA	9P-10P	CRIMETIME	:30	\$1,000.00	08/18-08/18	1	1	1	\$1,000.00	
	6	SU	7P-8P	60 MIN	:30	\$3,500.00	08/19-08/19	1	1	1	\$3,500.00	
	7	M-TU	6A-7A	NEWS	:30	\$900.00	08/20-08/21	2	1	2	\$1,800.00	
	8	M-TU	6P-630P	NEWS	:30	\$1,600.00	08/20-08/21	2	1	2	\$3,200.00	
	9	M-TU	7P-730P	INSIDE	:30	\$1,200.00	08/20-08/21	2	1	2	\$2,400.00	
	10	M-TU	11P-1135P	NEWS	:30	\$1,800.00	08/20-08/21	1	1	1	\$1,800.00	

47875

<b>Station</b> WKRC-TV CINCINNATI, OH	<b>Agency</b> ( ) MENTZER MEDIA SERVICES	<b>Rep Firm</b>
<b>Advertiser</b> ( ) POLITICAL ISSUE GROU	600 FAIRMOUNT AVE, SUITE 306	<b>Sales Office</b> ( ) WASHINGTON
<b>Product</b> AMER. 4 PROSPERITY	TOWSON, MD 21286	<b>Salesperson</b> ( ) ALEXANDRA BRADLEY
<b>Estimate#</b> 1167	<b>Agency C/P1/P2/E</b> //1167	
<b>Buyer</b> ANNE BRAUNSCHEIDEL	<b>Flight Dates</b> 08/15/2012 - 08/21/2012	<b>Salesperson Phone#</b> 202-955-5342
<b>Phone#</b>	<b>Hiatus Weeks</b>	<b>Salesperson FAX#</b> 202-955-5348
<b>Fax#</b>		

---REPORT TOTALS---  
 Report Totals: 18 / \$25,600.00

---SALES MONTHLY TOTALS---

Aug 12: 18 / \$25,600.00  
 Sales Totals: 18 / \$25,600.00  
 Station Totals: 18 / \$25,600.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$68,276	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 33%
		WKRC 29%	WLMT 30%	WSTR 0%	WXIX 8%	

Books null  
 Demos RA35+

# Spot Manager: All, 08/15/12-08/21/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
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Advertiser: Americans for Prosperity  
Agency: Mentzer Media Services

Station: WKRC-TV

Order: 47875

Line: 1

08/17/12	Friday	:30	\$900.00 P-1	6a Good Morn Cincinnati	6:00 AM-7:00 AM	PROSPE 1167	3 MWASI
08/16/12	Thursday	:30	\$900.00 P-1	6a Good Morn Cincinnati	6:00 AM-7:00 AM	PROSPE 1167	2 MWASI
08/15/12	Wednesday	:30	\$900.00 P-1	6a Good Morn Cincinnati	6:00 AM-7:00 AM	PROSPE 1167	1 MWASI

Line: 2

08/15/12	Wednesday	:30	\$1,600.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM	PROSPE 1167	2 MWASI
08/17/12	Friday	:30	\$1,600.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM	PROSPE 1167	1 MWASI

Line: 3

08/15/12	Wednesday	:30	\$1,200.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM	PROSPE 1167	1 MWASI
08/16/12	Thursday	:30	\$1,200.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM	PROSPE 1167	2 MWASI

Line: 4

08/15/12	Wednesday	:30	\$1,800.00 P-2	11p M-Su Local 12 News	11:00 PM-11:35 PM	PROSPE 1167	2 MWASI
08/16/12	Thursday	:30	\$1,800.00 P-2	11p M-Su Local 12 News	11:00 PM-11:35 PM	PROSPE 1167	1 MWASI

Line: 5

08/18/12	Saturday	:30	\$1,000.00 P-3	Sat Reg 2	9:00 PM-10:00 PM	PROSPE 1167	1 MWASI
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Line: 6

08/19/12	Sunday	:30	\$3,500.00 P-2	Sun Reg 1	7:00 PM-8:00 PM	PROSPE 1167	1 MWASI
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Line: 7

08/20/12	Tuesday	:30	\$900.00 P-1	6a Good Morn Cincinnati	6:00 AM-7:00 AM	PROSPE 1167	1 MWASI
08/20/12	Tuesday	:30	\$900.00 P-1	6a Good Morn Cincinnati	6:00 AM-7:00 AM	PROSPE 1167	2 MWASI

Line: 8

08/20/12	Monday	:30	\$1,600.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM	PROSPE 1167	1 MWASI
08/21/12	Tuesday	:30	\$1,600.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM	PROSPE 1167	2 MWASI

Line: 9

08/20/12	Monday	:30	\$1,200.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM	PROSPE 1167	2 MWASI
08/21/12	Tuesday	:30	\$1,200.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM	PROSPE 1167	1 MWASI

Line: 10

08/20/12	Monday	:30	\$1,800.00 P-2	11p M-F Local 12 News	11:00 PM-11:35 PM	PROSPE 1167	1 MWASI
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\$1,800.00

\$25,600.00

[Filtered by: ] [Sorted by: Station]

Spot Manager: All, 08/15/12-08/21/12 (08/08/12 12:02:38 PM)

# Spot Manager: All, 08/15/12-08/21/12



Advertiser: Americans for Prosperity  
Agency: Mentzer Media Services  
Station: WKRC-TV

Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product	De Estimate #	Spot #	AE
				\$25,600.00							18	
				\$25,600.00							18	
				\$25,600.00							18	
				\$25,600.00							18	

[Filtered by: ] [Sorted by: Station]